AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. I. No. 12

DECEMBER 15, 1929

Per Copy 20

PAINESVILLE NURSERIES



Merry Christmas
and
A Prosperous New Pear



THE STORRS & HARRISON CO.

PAINESVILLE,

"Painesville Nurseries"

Lake County, OHIO

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ROCHESTER, N. Y.

American Fruits Publishing Co.



SPRING, 1930

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A list for Landscape Architects, Nurserymen and Gardeners. WESTCROFT GARDENS GROSSE ILE, MICHIGAN

LESS THAN FIVE CENTS A WEEK—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

We will have our usual supply of FRUIT, SHADE AND ORNAMENTAL TREES FLOWERING SHRUBS APPLE SEEDLINGS PEAR SEEDLINGS

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KIEFFER and GABBER PEAR HYDRANGEA PANICULATA SPIREA VANHOUTTE

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write us.

We can quote you favorable prices on these items

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This item is very scarce this year on account of the general drough. Protect your trade and avoid disappointment later by placing your order now. We also can take care of your wants in Senator Dunlap, Progressive and Champion plants. We can make you favorable prices on Apple one and two year, Barberry Thunbergi, Spirea Vanhoutte, Prunus Newport, Cut Leaf Weeping Birch, French Budded Lilacs and a general assortment of nursery stock. Send us your list of wants for quotations.

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A HAPPY AND PROSPEROUS NEW YEAR



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Our Wholesale Spring Trade List will be out December 1st

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18-24 in. and 2-3 ft.

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PRIVET, and all other SHRUBS in a good
assortment.

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SMALL FRUIT PLANTS "WEST has the BEST"

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Send for our Wholesale Catalog.

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AMERICAN NURSERYMAN — December 15, 1929

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Hortfculture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Hortfcultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orehard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.60 a year. Single copies of current volume, 20c; of previous volumes, 25c.

umes, 25c. RALPH T. OLCOTT Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicing of commercial news of the Planting Fleid and Nursery. An honeat, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERY-MAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a par-ticular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the
greatest callings—Commercial Horticulture in all its phases of
Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street, Rochester, N. Y.

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TIME TO GET YOUR ORDER IN NOW FOR NEXT SPRING

C.R.Burr & Company

General Nurserymen

MANCHESTER, CONN.







EVERGREENS EXCLUSIVELY

Large Nurseries Selected Trees

Write Us For Prices

THE DAISY HILL COMPANY

NURSERY CHAGRIN FALLS, OHIO

OFFICE TERMINAL TOWER CLEVELAND, OHIO



EVERGREENS

Sherman's evergreens are grown by men who know how to grow evergreens. It is our desire to grow trees that you will be proud of when you see them growing on your customer's lawns. We use the greatest care in digging and packing, that these trees so carefully grown will reach you without losing any of their first class quality.

We can supply practically all varieties of evergreens or general nursery stock but we wish to call your attention especially to the following:

LINING OUT STOCK

Balsam Fir

Arbor Vitae

Pyramidal Arbor Vitae

Juniper Sabina

European Larch

All The Pines

All The Spruces

Red Cedar

SPECIMEN STOCK

American Arbor Vitae

Douglas Golden Arbor

Globosa Arbor Vitae

Compacta Arbor Vitae

Austrian Pine

Balsam Fir

Douglas Spruce

Norway Spruce

The SHERMAN NURSERY Co.

Charles City, Iowa

AMERICAN NURSERYMAN

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES .- BYROW

ROCHESTER, N. Y. DECEMBER 15, 1929

Nurserymen's Publicity Runs a Close Second

14,000,000 Advertising Messages in the Spring As Against 15,000,000 Issue by the Older Undertaking of the Much Larger Florist Industry

NEW plan for florist publicity, for the A year covering the latter part of 1930 and the early part of 1931, is now being worked out in detail, after being approved in general by the National Publicity Committee at a meeting in the offices of the advertising counsel in Indianapolis.

It is of interest to subscribers to the Nurserymen's National Publicity Fund to note the effects in the case of the florist industry where national publicity has been in operation over a period of years, as indicating what may be expected when the A. A. N. Campaign has had a full chance.

In his review of recent events, in which the fact was cited that plans for spring publicity in the florists' campaign provide for sending 15,000,000 advertising messages to the public (the Nurserymen's spring announcements will total 14,000,000). Henry C. Penn, chairman of the florists' national publicity campaign committees, said:

"During several months when general business was depressed, the florist industry suffered less than others. For instance, when the automobile industry has been seriously affected by the large number of cars on the dealer's floor, and the slowing down of sales at the period of heaviest inventory in spite of hearty advertising, the florists have been regularly turning over their stocks.

This phenomenon may be accounted for by our national publicity program. It has generated an enthusiasm, since its inception, which has led florists to back it strongly in their local advertising, and to endeavor in every way to bring a constantly higher standard of business practices into the industry. Trading up has been the rule and the individual subscriber has been given courage to go after more business in his own local field in a more aggressive way because he felt the strength of the national publicity giving support to his efforts.

"If it had done nothing else, the national publicity program could be considered a vital success because of this effect it has had on the morale of the industry. Of course, it has done much more.

"Our plan for 1930 and 1931 is to give the subscriber more backing than ever in his own aggressive sales plans by making possible an even closer tie-up with national publicity. After most thoughtful study of the plan it is apparent that it is one of the finest things the industry has ever had offered to it in the way of a vehicle for co-operative business building. We may all be sure that the fiscal year of 1930-31 will be a tremendously successful one for the industry, and especially for those subscribers to the national program who take advantage of its liberal opportunities for tying in, and who make it a point to continue once they start. It must always be remembered that advertising, to be helpful, should be followed up when once started."

"The publicity program certainly is going over splendidly," said Dr. R. W. Murphy, treasurer of the Society, and of the program fund. "Every day, checks are coming in for deposit to the publicity account. There is no doubt that the florists throughout the country are getting results from this national advertising."

The Landscape Department

Addressing the people of Los Angeles, Cal.,

Dewey R. Kruckeberg said recently: The creative work of a landscape architect aften takes years before its full merits or demerits can be determined, reflecting favorably or unfavorably upon the general aspect of the premises during its existence, hence it assumes an equal if not greater importance than the building architect in the ultimate development of a truly successful home. cessful home.

cessful home.

Nurserymen who have an organized and efficient department of landscape architecture are always able to render a splendid and economical service by reason of the fund of practical knowledge that is necessary to their existence. The old fallacy of the Nurseryman selling his wares is but an echo of an unserguple for it he past echo of an unscrupulous few in the past and does not bear intelligent consideration. In the laying-out of the average small

garden the free planning service of many of the larger Nurseries is available to all small home owners.

To take the greatest advantage of this service the home owner should prepare a rough sketch, drawn to an approximate rough sketch, drawn to an approximate scale, showing the position of the house on the ground, the location of garage, position of drives and walks and any other prominent features that might affect the planting, such as existing trees, telephone poles, etc. If there should be any decided preference for certain plants or trees a memory. erence for certain plants or trees a memo-randum can be made on the plan for dis-cussion and advice at the time of purchase; this is important, for often a decided pref-erence of certain plants or trees determines the plan for the whole garden.

The complete advisory service to the small home owner that will be found available at many of the larger Nurseries is inclusive of proper placing, how to plant, where to plant, how to prune, spray and fertilize.

In three years' time S. F. Vernon has developed a Nursery in San Bernardino, Cal., to the point where it is said to be the only Nursery there which is growing its own roses and other plants. The Nursery consists of a one-acre sales yard, two acres of ornamentals, walnuts and roses, and 5000 fruit trees which are grown at Ontario.

Germinating Fruit Seed

Not Necessary; Indeed May Cause Injury. Says New York Experiment Station-Advice

The time-honored custom followed by amateur fruit growers of putting a peach pit out of doors under a stone previous to planting has been the occasion of many a jest, but the practice is sound both theoretically and practically if the peach pit is expected to germinate the following spring, says H. B. Tukey, horticulturist at the New York Experiment Station, Geneva, who has made a special study of fruit seed storage. The same pit held indoors over winter would not germinate when planted in the spring, although if left undisturbed it would probably germinate a year later.

"Some seeds, such as corn and wheat, will germinate as soon or almost as soon as they mature," says Mr. Tukey. "In fact, tomato seed will germinate gathered in an immature condition. But in the case of seeds from the hardy fruits, like the apple, peach, pear, cherry, and plum, the seeds will not germinate for years until certain changes have taken place within them which are closely approximated to nature by the moist cool conditions to be found in the soil during winter. Nurserymen recognize these principles and either plant their seed in the fall of the year or else bury it out of doors in sand in a well-drained, vermin-proof place.

"Because of this practice, it has come to be believed that fruit seeds must be frozen before they will germinate. This is not true. Actually most seeds are not improved and are often injured by freezing. The after-ripening processes are carried on best at temperatures slightly above freezing, and in the presence of moisture. If seed is kept frozen it will not after-ripen. If it is kept dry it will not after-ripen. The best conditions are those provided by nature in late fall or early spring when the ground is moist and just above the freezing point.

"Carrying this idea still further, it becomes easy to after-ripen seeds artifically. The ice compartment of a household refrigerator, for example, does well for a small quantity of seed, while for larger amounts the ice house is satisfactory. Some Nurserymen have constructed temperaturecontrolled cellars especially for the storage and after-ripening of seed. The advantage in artificial after-ripening is that conditions can be controlled and the seed can be watched for any unexpected behavior."

One Nursery's Record In the Shenandoah Valley

What Nine Years' Development Has Done For the Titus Nursery Company, Waynesboro, Va.—One of the Largest of Eastern Concerns

Sixty men are required to handle the work at fall shipping time at the plant of the Titus Nursery Co., Waynesboro, Va., one of the best known in the eastern states. Remarkably successful has been the development of this Nursery in a comparatively short time.

Nine years ago the president, G. N. Titus, arrived in the Shenandoah Valley from Nebraska. Starting with five acres and a determination to establish a concern that would compare favorably with any in the country, Mr. Titus gradually expanded equipment and now has 150 acres under cultivation.

and now has 150 acres under cultivation.

Much of the credit for the advance of
Titus Nursery Company is given by Mr.
Titus to E. M. Quillen, general manager,
who maintains offices in Waynesboro in the
Citizens-Waynesboro Bank Building. Mr.
Quillen joined the organization seven years
ago, buying a substantial interest in the firm
at the time. He had formerly been in the
sales department of a fruit tree company.

J. M. Darnell, manager of sales for the company and a stock-holder, is also given considerable credit for the expansion of the company. At present there are 35 salesmen selling Titus Nursery Company stock, twenty of whom are full time, salaried men.

Two professional landscape architects

Two professional landscape architects and a corps of well-trained field men are employed.

At the Nursery the operations are in the hands of Clarence Beard, foreman, and J. T. Rainey, assistant. Mr. Beard has been with the company for about six years. He lives at the home on the Nursery grounds, and Mr. Rainey, who joined the organization recently from Georgia, lives in another home on the Nursery farms.

The Titus Nursery Company also has a farm east of the Blue Ridge Mountains where boxwood trees are cultivated.

The Shenandoah Valley of Virginia has any place in America beat for a home and for business, declares Mr. Titus. "When we left Nebraska we went everywhere, but after visiting Waynesboro we were satisfied to establish ourseles here."

The company is noted for its production of apple trees for which there is strong demand. A fleet of trucks is operated for delivery within a 300-mile radius. Sales are through salesmen and catalogue.



E. M. QUILLEN, Manager Titus Nursery Co., Waynesboro, Va.

Dr. Marlatt's Report

In his annual report as chief of the U.S. Bureau of Entomology, Dr. C. L. Mar-

as a dip to destroy immature stages of the Japanese beetle has been about completed. The immersion of the roots of certain types of Nursery plants for a short period has been found a simple and effective method of destroying grubs in root cavities and masses of soil. The treatment consists in heating the soil about the roots to a temperature of 112 deg. F. and maintaining this temperature for 70 minutes. This treatment has been applied to several varieties of herbaceous plants as well as deciduous shrubs and will be of special interest to Nurserymen in the infested districts.

Experiments indicate the effectiveness of naphthalene as a soil fumigant of potting soil for the destruction of immature stages. When naphthalene flakes at the rate of five lbs. pe cu. yd. are thoroughly mixed in soil and left undisturbed for a week, all stages of the Japanese beetle are killed.

Extensive experiments have been conducted to determine the effectiveness of lead arsenate as a soil insecticide. It appears



STANDING STOCK AT TITUS NURSERY, WAYNESBORO, VA. A block of 350,00 Peach. Photo made late June with three months to grow.

latt announces that a working hand book for those connected with quarantine matters has been prepared. Progress of research work directed against Japanese beetle, gypsy moth and other pests is outlined.

Investigational work with hot water used

from preliminary work that a large number of varieties of evergreens, deciduous trees and shrubs and other Nursery stock will grow in soil treated with sufficient lead arsenate to prevent beetle development. In the destruction of grubs in lawns and golf courses lead arsenate is used in the proportion of five pounds to each 1000 sq. ft. of turf.

Gratifying advance has been made in the establishment of parasites of the Japanese and Asiatic beetles, some 337,000 having been received during the year from India and Japan. Five or six species have become well established, some have spread noticeably and their colonies have become sufficiently strong to permit the making of collections for liberation in other localities.

American Pomological Society Proceedings—Secy.-Treas. H. C. C. Miles, announces that the proceedings of the American Pomological Society, 1923-1928 inclusive, have been published. New varieties of fruits and nuts introduced 1922-1928 are listed with descriptions. The society's code of nomenclature is included—regarded by many as the last word in the standardization and naming of fruit varieties. A copy of the book may be obtained for \$2 from the secretary, Milford, Conn.

AMERICAN NURSERYMAN, published semi-monthly, three years \$6.00, 12 months \$2.50, Canada and abroad 50c per year extra.



STANDING STOCK AT TITUS NURSERY, WAYNESBORO, VA.
A block of 70 acres devoted to Ornamentals

Preliminary Program of the Big Joint Meeting

Illinois State and Western Nurserymen's Associations in Chicago, Jan. 15-17—Hottes, Judd, Seyler, Cary, MacGregor, Craig—Exhibits

The joint meeting of the Illinois Nurserymen's Association and the Western Association of Nurserymen, to be held in Chicago at the Hotel Sherman Jan. 15-17, will be one of the largest attended of the midwinter meetings to be held throughout the country.

, On account of its central location, Chicago is easily reached from most of the Nursery centers throughout the country. Also, coming at the definite close of the fall shipping season and arranging of plans for spring operations, gives Nurserymen an opportunity to get together, check over their needs, dispose of their surplus items, and transact business most economically in a short space of time.

The exhibits attending this convention



J. B. BAKER, Fort Worth, Tex.

President Western Association of Nurserymen

have increased materially each year. Additional space has been secured for the 1930 meeting. In 1929, there were 35 exhibits, and the space has now been increased to 50 booths to sell at prices ranging from \$10 to \$20. Ernest Kruse, of the Wheeling Nurseries, Wheeling, Ill., is chairman of the exhibit committee. He has prepared a blue print showing the size of each space available, which has been mailed out to the trade, and already a good portion of the space allotted has been spoken for.

F. J. Littleford, chairman of the program committee, has about completed the final details of this program. The preliminary outline calls for the following schedule:

January 15, 1930; Morning Session
WESTERN ASSOCIATION OF NURSERY-

MEN
Business Meeting
ALFRED C. HOTTES (Illustrated Lecture)—"How To Make An Outdoor Living Room."

Afternoon Session
Joint Meeting—Illinois and Western
WILLIAM H. JUDD (Arnold Arboretum)
—"Hardy Ornamental Trees and Shrubs."
January 16: Morning Session
ILLINOIS STATE NURSERYMEN'S AS-

SOCIATION
Business Meeting
H. G. SEYLER—"Localized Sales."
Afternoon Session
Joint Meeting—Illinois and Western
C. E. CARY—"What's Ahead."
JOHN A. MacGREGOR—"Clean-Up-Paint-Up."

Up."

January 17: Afternoon Session

Joint Meeting—Illinois and Western

Also Illinois Garden Clubs

WILLIAM N. CRAIG (Illustrated Lecture)—"British Gardens and Shows."

Reservations should be made at the Hotel Sherman, Chicago, for this three day

Reservations should be made at the Hotel Sherman, Chicago, for this three day meeting. At this season of the year hotels are usually crowded and it is decidedly to the advantage of those attending from out of town to have their reservations made at the convention headquarters.

Chairmen of the various committees are working out the details of their part of the convention activities. A luncheon will be held Thursday noon in the hotel. This regular feature is largely attended. Suitable entertainment will be provided at this luncheon.

luncheon.
Secretary N. E. Averill, Dundee, Ill., will be glad to supply full information.

Awarded Gold Medal—The Plainfield Nursery, Scotch Plains, was awarded a gold medal for the best exhibit of evergreens, rhododendrons and other varieties of plants combined in a garden scene, at the recent Newark, N. J., flower show. Mr. DeBree was the originator of the Plainfield Nursery, starting business in Scotch Plains 15 years ago. He received his horticultural training in Holland. The Plainfield Nursery now has more than 100 acres under cultivation.



HENRY C. KLEHM, Arlington Heights, III. President Illinois State Nurserymen's Assn.

Highlights of the Agricultural Appropriation Schedule

A total of \$165,088,056 is definitely scheduled in the listing for Department of Agriculture activities in the fiscal year July 1, 1930-June 30, 1931, as recommended to Congress by President Hoover. Principal increases over current year appropriations include an advance of \$1,065,300 to a total of \$3,698,800 for Plant Quarantine and Control Administration; \$582,950 increase to a total of \$2,465,620 for the Bureau of Entomology; \$360,517 increase to a total of \$5,325,860 for the Bureau of Plant Industry.

The determination on the pact of the federal government to endeavor to protect the country's agriculture in all its phases to still greater extent is clearly shown in these marked increases.

Principal items in the allotment to the Plant Quarntine and Control Administration, of interest to Nurserymen, include: For control of European corn borer, \$1,900,000; Japanese and Asiatic beetles, \$475,000, an increase of \$267,000; phony peach disease, \$12,000. For certification of Nursery stock, fresh fruits, vegetables, seeds and plants for export \$30,000 is recommended; for enforcement of plant quarantines, \$700,

000, an increase of \$150,000; transit inspection, \$40,000.

Bureau of Plant Industry items include: Plant disease survey, \$59,500; plant nutrition, \$17,900; testing commercial seeds, \$77,800; citrus canker, \$45,000; blister rust, \$454,700; barberry eradication, \$379,920

An appropriation of \$1,257,000 is recommended for investigation and control of diseases, improvements of methods of culture, propagation, breeding, selection and related activities concerned with the production of fruits, nuts, vegetables, ornamentals and related plants, and investigation of methods of harvesting, packing, shipping, storing and utilizing these products.

To the Bureau of Entomology it is proposed to allot \$340,000 for investigation of application of chemistry to agriculture; \$345,000 for testing fertilizers; \$611,000 for tests as to soils.

For disseminating market reports the Bureau of Agricultural economics is believed to be in need of \$1,375,000, an increase of \$70,000.

For the maintenance of the National Ar-

boretum established under the act of March 4, 1927, an appropriation of \$30,000 is proposed, with the provision that \$5,000 of this amount may be expended for services of consulting landscape architects.

Hottes To Horticulturists

Gardening is advancing by leaps and bounds in America, Alfred C. Hottes, Des Moines, Ia., associate editor of Better Homes and Gardens, told members of the Minnesota State Horticultural Society at their meeting in St. Paul last month.

J. D. Winter, assistant state entomologist, gave a brief survey of the Minnesota Nursery industry. Minnesota is the eighth largest producer of Nursery stock in the United States, he said, and the largest distributor of hardy plants. The state department inspects 375 Nurseries annually.

President Henry C. Klehm of the Illinois Nurserymen's Association has named a publicity committee, of which L. L. Kumlien, D. Hill Nursery Co., Dundee, Ill., is chairman, to handle matter relating to the January 15-17 convention in Chicago when the Illinois and Western Nurserymen's Associations will meet in joint sessions.

AMERICAN NURSERYMAN American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Foster-ing individual and associated effort for the advancement of the Nursery and Planting Industry.
Absolutely independent.

Published Semi-Monthly by AMERICAN FRUITS PUBLISHING CO., INC. 39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Tress. Phones:—Main 5728. Gleawood 760 Chief International Publication of the Kind

SUBSCRIPTION RATES One Year, in advance To Foreign Countries and Canada Single Copies

ADVERTISING RATES on Application Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication If proof of advertisement is desired, time should be allowed for round trip transmission.

OFFICIAL JOURNAL PACIFIC COAST ASSOCIATION OF NURSERYMEN Largest District Organization in the Trade ILLINOIS STATE NURSERYMEN'S ASSOCIATION Leading State Nursery Trade Organization

ROCHESTER, N. Y., DECEMBER 15, 1929

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1895, as long-time Nursery concerns know, and for nearly thirteen years was con-ducted under the personnal and exalisative direction of Baips T. Olcott, of Reches-ter, N. Y., who later founded the AMER-ICAN NURSERYMAN on broad and un-

"The dean of Nursery Trade Journal-

Valuable Beyond Estimate

All the advertising in the world will not build your business, it only creates a little more demand and you must back it up with efficient merchandising, not merely order taking.

Nobody wants to buy advertising, but what business can get along without it? Advertising has little value in itself; but the desire it creates, the knowledge it conveys, the cause to which it spure us and the time It saves are valuable beyond estimate.

The power of the printed word depends upon the thought behind it. All things come to the other fellow if you only sit down and wait. Advertising helps to get the new customer. Why not employ it to hold him? Adverticing should be prepared for prospective buyers not for advertising men. Successful advertising factors are regularity, persistence and continuity.

When customers ask questions they are entitled to complete, correct answers. Don't expect one little piece of advertising to bring in an avalanche of orders; the biggest enowdrift piled up flake by flake .- H. G. Loftus, St. Paul, Minn.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequaled historic value.

The Mirror of the Trade

SHARE IN A BILLION DOLLARS

A remarkably effective page advertisement, in colors, of the work of the National Home Planting Bureau which is sponsored by the American Association of Nurserymen is a striking feature of the January issue of the Ladies Home Journal. Highly artistic effects in exterior and interior views are produced in four colors contrasting with the feature theme embodied in the central display in black: "The Vogue for the Outdoor Living Room Sweeps the Nation;" the Association slogan; a placard on green background reading "Plant This Spring" in a planting scene; with prominent announcement of two of the bureau How To books. It is confidently believed that this bull's eye layout will attract the attention of millions of home owners to good purpose. It is only one of many hits to be scored for Nursery salesmen in 1930.

Half pages also in Country Gentleman and House and Garden and advertisements in Better Homes and Gardens and American Home give the spring Campaign publicity a circulation of more than 14,000,000.

With nation-wide initiative of this character the new year sohuld be a recordbreaker for Nursery salesmen who, it is safe to say, have never had such incentive for best work, coupled as it is with practical suggestions from national headquarters and the enthusiasm the Campaign has generated in the home offices represented on the road.

Right now the suggestion is: Sell gifts That Grow. America's Christmas shopping bill this year is estimated at a billion dol-

A PERTINENT SUGGESTION

In a recent discussion the Florists Exchange prominently emphasized the importance of adopting every means available, and of endeavoring to devise additional means, for controlling plant pests already with us (and which it seems increasingly evident the people must learn to live with to a great extent, in the hope that the number and variety will not be too much extended). The case is cited of attempt in Michigan to develop a corn-borer-resistant strain of corn and of a demonstration in Ohio before experts of plows designed especially for covering corn stubble; of field oil burners and steam sterilizers to control the borer. The point is well taken that federal and state governments should be encouraged by appropriations and otherwise to prosecute such work vigorously.

In passing it is interesting to note that while the editor of the Akron, O., Beacon-Journal [A. N. Nov. 15, p. 202] was ridiculling the efforts of the entomologists to prevent the spread of the corn-borer in Ohio, readers of Ohio newspapers were devising machinery to combat the pest and later were in the fields demonstrating the effectiveness of that machinery! It seems that Ohio farmers and newspaper readers may have possessed the faculty of trust for the best but they showed evidence of determining to keep their powder dry.

It was a federal authority, was it not, who originated the sage remark: "We must arrange to live with the pests we cannot exterminate.

In his address before park executives gathered in Miami, Fla., Warren H. Manning, noted landscape architect, of Massachusetts, urged the necessity of future landscaping so as to have results viewed vertically from airplanes instead of merely horizontally from roadsides as at present.

At first thought this seems to point toward a greater number of advantageously situated sightseers but no corresponding greater number of Nursery-grown plants. On second thought, however, extended planted acreage will probably be required in order to make the aerial view worth

The New Nurserymen's Sign

Attention of home owners throughout the United States is to be directed to the purchase of Nursery products through an additional advertising appeal,-an attractive outdoor sign.

This sign has been distributed free of charge by the National Home Planting Bureau to each subscriber to the National Campaign Fund of the American Association of Nurserymen.

Printed in six colors, bearing the slogan of the National Campaign "It's Not a Home Until It's Planted," and the campaign emblem, this handsome sign will undoubtedly stimulate sales of trees, shrubs and flowers. "Member of the National Home Planting Bureau" appears prominently on the sign, tying up with the national advertising which has been appearing in the big magazines this year.

The sign is double-faced and 22 x 30" in size. It is suspended from a metal, ornamental scroll bracket and may be attached either to a building or to a post, depending on the position desired to attract the maximum public view.

Additional numbers of this sign may be urchased of the National Home Planting Bureau by campaign subscribers at the nominal charge of \$3.75.

A Casual Once Over

Now that the ship of Wall street seems to be again sailing on an even keel, it might be well to give the recent market acrobatic performance a cold and casual once-over. When you consider the facts in the case, it really is a pity that such a situation should exist. It is true that about seven billion dollars' worth of aircastles crashed. Countless chickens expired in unhatched eggs, yet every dollar that was in this country before the flurry started is still here. Every home that helped to form the bulwark of our nation is still resting securely on its foundations. Each and every one of the country's big buildings and manufacturing plants are still standing. The equipment and machinery they contained are still in place.

As you consult the balance sheet of each and every corporation doing business you find behind them practically the same assets today that were there before the panic. Every automobile being driven before, is still on the streets today. The values of securities, as represented by tangible property-that value on which investment bases its calculations—has not shrunk a particle. Yes, even the actual worth of the stocks themselves has not been affected in the slightest.-American Florist.

The art which mends nature has been defined as "the art and practice of arranging the land for human use and enjoyment' -C. E. Cary, educational director of the American Association of Nurserymen.



THE ROUND TABLE

Comment and Suggestion

By Readers For the
PROGRESS OF THE INDUSTRY



Paraffin Use in Oregon

Editor American Nurseryman:

In several issues of the American Nurseryman I have read short notices on using paraffin as a wax for grafting. Your readers might be interested in Extension Circular 49, put out by the University of Arizona, College of Agriculture, July 1924. It seems that the use of paraffin for grafting is no new thing. Some of our Nurserymen use this wax in grafting walnut and filbert seedlings.

A small wax pot can be made out of any bucket or can of about 8 x 12 inches and a pan that just fits in the top. A lamp can be made out of a new squirt oil can. Cut the tube off to within % inches of the can, put in a cotton wick and use alcohol for fuel.

CHAS. A. COLE, Secy.

Ore. Bd. Horticulture, Portland, Ore.

Kansas Nursery Short Course Editor American Nurseryman:

Last fall Professor R. J. Barnett, acting head of the horticultural department of the Kansas State Agricultural College, sent to the Nurserymen of Kansas a questionnaire regarding a proposed short course to be given at the college. Over fifty per cent of those questionnaires were returned and all but one approved of the idea of a Nurserymen's short course and gave suggestions as to the kind of material that might be discussed at the meetings. As a result of this and subsequent conferences with Nurserymen who came to Manhattan for information of various kinds, it has been decided to hold such a short course. January 8 and 9, 1930.

The entire program is not ready, for some of the speakers have not yet definitely agreed to present the talks they have been asked to give. One Nurseryman, whom the college is very fortunate to have as a speaker, is C. A. Scott, a trained forester; for a number of years he was a state forester. For about ten years he owned and operated the Kansas Evergreen Nurseries at Manhattan, Kan. He has recently taken over the management of the Prairie Gardens at McPherson, Kan. He will tell what, in his wide experience, seems of most interest to Nurserymen and particularly will discuss propagation of evergreens from seed and from cuttings.

Another speaker definitely secured is Prof. George A. Dean, entomologist for the Kansas State Entomological Commission and a member of the National Plant Board and the National Mediterranean Fruit Fly Commission. He devised the poison bait which has so successfully controlled grasshoppers in Kansas for the last thirty years. He also devised the methods now used all over the world for fumigation of wheat and flour elevators. He will talk principally on the inspection work and regulations of the State Entomological Commission as they affect the Nurserymen and others and will discuss spray schedules which the Nurseryman can economically use.

Other subjects will be bud sports and

their economic value to Nurserymen; correct planting distances of fruit trees and ornamentals; and the rest period of plants and its relation to transplanting. The Clarke-McNary subsidiary to agricultural colleges and its relation to Nurserymen as affected by government distribution of windbreak and other trees will be discussed and one or two talks on Nursery salesmanship will be provided.

The meetings will be held in the horticultural building at the Kansas State Agricultural College and while the talks will be primarily of interest to Kansas Nuresrymen, anyone connected with the profession will be welcome. The entire cost of the meeting will be borne by the college and consequently there will be no expense to anyone who attends.

WALTER B. BALCH, Asst. Prof. of Horticulture

Manhattan, Kan. Nov. 26, 1929

Blueblooded Aristocrats

At the Fremont Experiment Station of the United States Forest Service on Mount Manitou, Colorado, are trees three years old produced from seed gained on Mount Manitou, which are pedigreed and registered. They are blueblooded aristocrats of the tree world.

These experiments, says the Colorado Springs Gazette, are aside from a main work of the Fremont station, but they are of much interest. Some interesting experiments are also being carried on in cooperation with the Eddy Tree Breeding Nursery in California.

"The time will probably come when trees will have to be produced this way, in order that trees may be had which will resist diseases and parasites, so why not begin now? Jacob Roeser, Jr., director of the station, said: "It is with particular view to procuring a strain of western yellow pines that will resist the ravages of mistletoe that the work we have done on Mount Manitou has been carried on.

"There was found to be a group of these trees on the mountain which the mistletoe could not hurt. The problem was to see if more of these could be produced. They were found in every instance to be an unusual type of western yellow pine, straight and large of trunk and with small limbs, whereas western yellow pine has very large limbs. Now we are interested in watching the growth of seedlings from the experiment. These are at the Monument Nursery."

Pollen from California pine trees has been used to fertilize pine tree seed on Mount Manitou, and, conversely, pollen from Mount Manitou has been sent to the Eddy Nurseries to fertilize seed produced there.

For Chlorosis in Azaleas

In a discussion of the existence of chlorosis, loss of color, in azaleas, R. P. White, research specialist in ornamentals, New Jersey Experiment Station, suggests that ferrous sulphur may supply the needed element in the soil.

AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louislana, Mo., Secy.

California's Indorsement

George C. Roeding, Jr., president and general manager of the California Nursery Company, Niles, Cal., has issued the following statement relative to national publicity for California Nurserymen:

"When I attended the California Association of Nurserymen's convention in Fresno, I spoke to John A. Armstrong and also Roy F. Wilcox, before the convention, concerning the national advertising campaign.

"Mr. Wilcox remarked as follows: "The changing economic condition seems to render co-operative and collective action in every industry more imperative than ever. On all sides we notice the submerging of the individual for the benefit of organized effort. This same movement has finally pulsated among the Nurserymen, resulting in the national campaign of publicity in the American Association. Some \$150,000 has already been spent and the campaign is to cover a period of four or five years. Quite a number of Californians are supporting the endeavor, which ought to be sustained. Of course, the national campaign is in a sense propaganda influencing the public mind in the using of plants for the beautification of home grounds. Those of us who cater to local retail trade must do advertising covering our immediate sphere of action. But in spite of that I feel that we should support this national campaign. Let me urge that all members do so.

"Mr. Armstrong spoke substantially along the same lines, but dwelt more emphatically on the point that it was not a direct sales media, but rather an indirect one, impregnating the atmosphere with a desire, on the part of the reader, to utilize plant life more freely, which will cause a reaction favorable to local demand wherever this campaign touches the reader. In that sense it is a good thing, but, of course, results are not immediate; it will require more years for this effort to show results. Nevertheless it should, by all means, be sustained.

"I spoke somewhat along the same lines, but also added that those who had contributed to this national campaign were always welcome to discuss with C. E. Cary, director of the market development and publicity committee, at Davenport, Ia., various problems that might arise and, if they wish they might discuss how other Nurserymen are handling these problems. Further, I mentioned that the national campaign headquarters is sending out articles for the newspapers not only pertaining to the beautification of the home in the front and back yards, but also regarding ideas for a garden contest, which the newspapers are always glad to receive. We also spoke of the selling helps and hints that are beneficial to all."

North Carolina's Nurseries—State Entomologist Leiby announces completion of inspection of the 168 Nurseries embracing 1502 acres in North Carolina, an increase of 37 Nurseries and 66 acres over 1928. In 1920 there were only 52 Nurseries in the state. Largest of the Nurseries is the Lindley establishment at Pomona, 227 acres.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Twelfth Annual Meeting in Minneapolis, Minn., July, 1930—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

NAPERVILLE NURSERIES

Headquarters for LINING OUT STOCK

ill's Evergreens

D. HILL NURSERY CO. Evergreen Specialists
Largest Growers in America
Dundee, Illinois

Large Assortment WELL GROWN—NONE BETTER See Our Lists Before Buying

NAPERVILLE DuPage County ILLINOIS

ROSES

Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE CO.

ROBERT PYLE, Pres. West Grove, Pa.

Shrubs Cannas 45

NEW PRICE LIST

of HEMLOCK HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE
and other Evergreens, Sha
Shrubs, Ferns, and Perennials.

GEORGE D. AIKEN

WE HAVE THEM You May Want Some

Norway, Sycamore and Silver Maples; Pin, Red, Mossy Cup, Catesbaei and Willow Oaks. Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.

Our Trade List is ready. Get next to one.

Atlantic Nursery Co.

EVERGREENS

MILLIONS OF THEM

Seedlings-Transplants-Cuttings Grown under glass

Also Apple Trees, Shade Trees, Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

Sherman Nursery Co. The largest growers of Evergreens in the world

Charles City, Iowa

Established Nurserymen since aller Stock for Lining Out

Variety	Grade	100	1000
COLORADO S	PRUCE		
	2-4 inch T	8.00	\$60.00
(from Blue Si	pruce Seed)		
,	1-8 inch S	3.50	25.00
RED PINE			
1	2 to 18 inch TT	40.00	300.00
	8 to 12 inch TT		200.00
SCOTCH PIN	0		
1	2 to 18 inch T	10.00	75.00
	8 to 12 inch S		10.00

Mittle Tree Farms FRAMINGHAM CENTRE, MASSACHUSETTS

Franklin Forestry Co.

Nurseries at

COLRAIN and SUDBURY, MASS.

FOREST NURSERY STOCK CONTRACT FOREST PLANTING

Send for our catalogue

89 State Street BOSTON.

MASS.

EVERGREENS

SEEDLINGS and TRANSPLANTS FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE.

CONNECTICUT

Row of Trees No Longer Safe As a Decade Ago

A doctor writes to the New York Times urging property owners to plant nut trees, adding that they are to be preferred to fruit trees, planting of which had been suggested by an earlier writer. The physician intimates that fruit trees, if they are to thrive, must be sprayed, while nut trees will get on very well if let alone. He suggests hickory trees, black walnuts, and even goes so far as to say that "some thirty species and varieties of filberts make attractive trees, two of which may reach a height of more than one-hundred feet." Limiting our comments to Connecticut we may say that we are unacquainted with the latter.

Especially does the doctor commend the Especially does the doctor commend the black walnut, to which we venture to add the butternut as well. A black walnut tree when in full bearing will yield ten bushels of hulled nuts annually. It may be added that, given space, the black walnut becomes a stately tree and its wood is most valuable. It takes kindly to the soil and climate in southern New England at least and well deserves all that the physician has said in its serves all that the physician has said in its

There is, however, room for other trees, ash, beech, birch, elm, maple and oak, and we would have them planted even though

when autumn came it would be the time for good men to come to the aid of the party— for compensation—and rake leaves from the highways that motor vehicles might not skid. We would make a plea for the oak, which is overlooked because it is slow-growing.

But is it? If one cares to visit the Arnold

Arboretum he may find red oaks sixty feet high, though but fifty years old. Fifty years from the viewpoint of a tree is not very old and we have a picture of these growths adding another fifty years before they show signs of age. But if man is impatient, he may plant other types, for instance what is commonly termed the tulip tree or lirion-

commonly termed the tulip tree or lirion-dendron tulipfera, to drop into the language of the botanist. It grows fairly rapidly, is stately and always ornamental. It is a great pity that the sudden develop-ment of motor vehicles is resulting in the felling of trees as well as in planting of them. A row of trees safe ten years ago may be felled because it is essential that the highway may be widened or a curve elimhighway may be widened or a curve eliminated. The roadside tree has not a fair chance for its life. We wish it might have. We wish that fruit trees, nut trees, any trees, deciduous or evergreen, might be planted that they might beautify our highways which are coming more and more to resemble railways.—Hartford, Conn., Courant.

COMING EVENTS

1930-Tenn. State Nurserymen's Ass'n. at Nashville.

Dec. 30-Jan. 1, 1930-American Society for Horticultural Science at Des Moines, Ia. Jan. 10-11, 1930-New York Nurserymen's Ass'n. at Hotel Seneca, Rochester.

Jan. 15-17, 1930—Illinois Nurserymen's Ass'n. at Hotel Sherman, Chicago.

Jan. 15-17, 1930—Western Nurserymen's Ass'n. at Hotel Sherman, Chicago.

Jan. 21 — Pennsylvania Nurserymen's Assn. at State Capitol, Harrisburg, Pa.

Jan., 1930-Kentucky Nurserymen's Ass'n. at Lexington.

Passion Vines the Medium—"Get in on the Ground Floor of California's New Fruit Industry" shouts an advertisement of the passion vine by Passiflora Nurseries, B. Byrn and F. Lyttle, Los Angeles, Cal., in California Cultivator. Profit of \$2000 per acre is indicated. Passiflora edulis is reported as yielding well in Australia, New Zealand and South Africa. Selected Plants are offered at \$1. ner hundred \$75. are offered at \$1; per hundred \$75.

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock, Including That Which Has Heretofore Been Imported

Largest Assortment

and largest stock of lining out stock in the United States.

Write for prices or call and see our growing stock.

Onarga Nursery Co. CULTRA BROS., Mgrs. Illinois Onarga,

CARR'S EVERGREENS

Bedding and Lining Out

M. L. CARR'S SONS

Yellow Springs

Ohio

Broad Leaf Evergreens RARE AND CHOICE CONIFERAE

AZALEAS (Ewarse FLOWERING SHRUBS, VINES and CLIMBERS

We produce the greatest variety of Herbaceous Plants and Field Grown ROSES in America. Ask for our wholesale price lists.

Bobbink & Atkins

Rutherford, New Jersey

Choice Broad-leaved and Coniferous

EVERGREENS

in Lining out and Specimen Sizes

Write for wholesale catalogue and list of rooted cuttings.

T. KIYONO

CRICHTON.

ALABAMA

Japanese Flowering Cherries

Japanese Flowering Cherries
GRAFTED CHESTNUTS,
Including Molissima, Blight Resistant Variety
PEAR STOCKS,
Blicht Resistant. "Old Home"
PERSIMMONS, WALNUTS, CHERRIES
PURPLE LEAF BIRCH, WEEPING BIRCH,
MAPLES, ELMS, SYCAMORE, POPLARS,
FLOWERING PEACHES,
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ROSE CUTTINGS and FIELD GROWN ROSES
PECAN SEEDLINGS. DAVIDIANA SEEDLINGS
STOCKTON MORELLO,
An exceptionally good root stock
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GOOD ASSORTMENT STANDARD SORTS

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Also larger sizes of Hardy Native TREES, SHRUBS, VINES, FERNS, BULBS and WILD FLOWERS

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EVERGREENS million seedlings and transplanted up to Here are a few specials priced for prompt 7 ft. Here are a few specials priced for prompt orders. 1 orders. 1 orders. 1 orders. 2 - 4 in. 8 15.00 Norway Spruce. 0 6-8 in. 1 0.00 White Spruce. 0 8-12 in. 2 0.00 White Spruce. 0 4-6 in. 1 2.00 Picca Pungens glauca. 4-6 in. 2 5.00 Silver Fir. 0 2 yr. 1 5.00 Pinus Nigra. 0 6-8 in. 1 5.00 Pinus Mugho. 0 3-4 in. 2 0.00 Pinus Mugho. 0 3-4 in. 1 0.00 Pinus Sylvestris. 0 6-8 in. 1 5.00 White Cedar, 3 yr. 0 2-4 in. 1 0.00 Norway Spruce. x 10-16 in. 3 0.00 Norway Spruce. x 10-16 in. 3 0.00 Norway Spruce. x 18-24 in. 2 0.00 White Spruce. x 18-24 in. 2 0.00 Full line Trade List to Dealers only. FERNDALE NURSERY LUDVIG MOSBAEK ASKOV, MINN. 14.00 20.00 12.00 25.00 15.00 20.00 10.00 15.00 10.00 30.00 15.00

Nursery Vs. Wild Stock: Newspaper Posts Its Readers

An Albany, N. Y., newspaper posts its readers as follows:

Every year, when planting time for trees and shrubs approaches, the same thought comes into the minds of amateur gardeners the country over: "Why is Nursery grown stock so expensive, when you can go into the woods and get some of the same kinds of plants just for the trouble of digging them up?" After all, this is a logical enough question and merits a straightforward answer.

Trees and shrub stock from a dependable Nursery costs a fair amount to produce because of labor, interest on the original investment in land and materials. taxes and the necessary expenses of running any business. When you realize that the shrub or tree you buy may have oc-cupied its share of the Nurseryman's land for two to eight or more years, and that during this period, he has had to transplant it once, twice or several times, his selling price begins to look more reasonable. The confer for which you pay five dollars may seem small, but it is likely to be five years old; and a dollar a year for his labor and attention certainly isn't much

to pay the man who grew it.

The culture which every good Nurseryman gives his stock has a satisfaction value which makes the plants well worth their price. Successive transplantings produce price. Successive transplantings produce root systems far sturdier and more com-pact than the same plant collected from the wild would show, and this means that after you get it it will take hold and grow

with the best chance of success. Furthermore, the above-ground development of a Nursery-growth specimen is more dense, symmetrical and luxuriant than can be shown by nine out of ten of its woodland brothers, for it has been grown under uncrowded, well lighted conditions where everything was in its favor.

Collateral Campaign Aid

In view of the popularity of "The Specialist," the masterpiece of Charles (Chic) Sale, the trade will acknowledge the importance of this contribution to the nationwide move-ment to extend the vogue of the Outdoor ment to extend the vogue of the Outdoor Living Quarters—especially as the move-ment relates to sparsely settled sections of the country; for all sections must be con-sidered in a National Campaign. Chic treats the subject from an architectural point of view, to be sure, but all features of the landscape must be taken into account in arranging the ensemble, climbing vines being an important accessory.

Washington Elm and Tablet—It is announced that H. R. Mosnat, Mosnat Tree Co., Chicago, Ill., is propagating from progeny of the Washington elm of July 3, 1775, Cambridge Common memory; having 200 trees six to eight feet which he offers at \$25 each, including a bronze description. scription tablet.

Barge Nursery, Riverside, Cal., has been purchased by Ray F. Barber and variously improved. The name is now Barber's Nursery and Flower Shop.

Cartoonist's Nursery Subject

A cartoon in a recent issue of the Eugene, Ore., Register depicts the figure of a very black crow in space 4 x 5 inches, with four-inch bill gathering up the seed in a field which has just been sown by a seed bag equipped figure of a man occupying oneinch space in the picture. In the distance the scene presents stumps of trees marked "Our Depleted Forests." The little man represents a government forester. The big crow is labeled: "National Nurserymen's Association Opposition." The field itself in covered for the most part with the lettercovered for the most part with the lettering: "National and State Co-operation Program of Reforestation Under the Clark-McNary Law. The cartoon, which is by Ding of the New York Herald Tribune staff, is entitled: "Hey Mister! There's a Big Crow in Your Field."

Beetles Outside of Restricted Area -Japanese beetles were found this summer ten points outside the present quarntine area in Pennsylvania, according to a federal report; 252 were found in Sayre, two in Athens, 1,403 in Williamsport, one in Montoursville, one in Lewistown, 10 in Duncannon, 270 in Gettysburg, 10 in York, one in Wrightsville, and two in Chambersburg. In Sayre, Williamsport, Lewistown, Gettysburg and York, traps were used to catch the beetles. Changes in the quarantine line, as a result of the 1929 spread, are now being considered by the State and Federal officials. ten points outside the present quarntine Federal officials.

Ludwig Mosbaek, well-known Nursery-man of Askov, Minn., is visiting his home-land, Denmark.

AMERICAN

[Reg. U. S. Pat. Off.]

Orchard and Field Prospects for Fruit Tree Nurserymen

S CARCELY more than ten years ago, says the Penn Yan correspondent of the Rochester Democrat & Chronicle, the Lake Keuka grape belt, which includes Ontario, Steuben and Yates Counties, vied with the Chautauqua belt along the southern shore of Lake Erie, with the vineyards of Southern Ohio and with extensive grape producing lands in California in the production of domestic wines. Today, owners of vineyards and wine cellars throughout the Lake Keuka regions are watching a \$14,000,000 investment in realty, buildings, equipment, stock and other property disintegrate before their eyes.

However, despite the closing by prohibition of what has been claimed to be the leading wineries in the country, observers report growers who utilize the advantages of good sites will be able to meet any further competition from California, which has been shipping fresh fruit as a result of the Eighteenth Amendment. Demand for grape juice has kept crops moving in New York.

Champagne Bottles Gather Dust

A survey reveals that at least 30,000 bottles of the choicest American champagne are gathering dust in the racks of the wineries which surround Lake Keuka. Those 30,000 bottles represent more than \$2,000,000, according to present values. For nine years they have stood on the racks in the underground cellars. None has been made since the Eighteenth Amendment and the Volstead Act went into effect. Unless this champagne is unbottled and remade within ten years, wine makers agree that it will spoil.

Hammondsport, at the opposite end of Lake Keuka from Penn Yan, has two wineries where most of the champagne is stored. The Pleasant Valley Company estimates its finished stock at more than \$1,000,000. The value of the Urbana Wine Company's stock is set at about the same amount. Ten years ago it was generally conceded that the Lake Keuka wines were without rival in this country, although domestic wines were produced in quantity in other parts of the country. Domestic wines included not only the "still" wines, but premier champagne, brandies and cordials as well. The Lake Keuka country is the natural home of the grape, being in the same zone as the famed wine provinces of France.

Growing Began Century Ago

More than 75 per cent of the 4,600,000 bottles produced annually when champagne making was at its height in America was made in the Lake Keuka region. The remaining 25 per cent was produced in other parts of the country, but still from grapes grown in this region.

Grape culture was introduced in this section of the state by Rev. William Bostwick, rector of St. Thomas's Church in Bath and organizer of St. James' Church at Hammondsport. Rev. Mr. Bostwick obtained a few cuttings from Isabelle and Catawba

vines in the Hudson River Valley a century ago. He planted his first grape sets at Hammondsport. The vines flourished on the hills around the lake because of the peculiar climatic conditions and grape culture spread rapidly throughout this section.

Grapes Commercialized in 1850

Grapes were not considered as a commercial proposition until 1850 when the late William Hastings of Hammondsport shipped a consignment to New York. The sale of the fruit produced a market which six years later had placed more than 100 growers in the grape producing business. the increased production came the need for new outlets and wineries were built near the vineyards. The Pleasant Valley Company, organized in 1860 by a group of Hammondsport men headed by Charles D. Champlin, was the pioneer in the field. Five years later the Urbana Wine Company was organized. This company, which owns an extensive plant covering 50 acres of well developed vineyards, is located 18 miles south of Penn Yan on the west side of Lake Keuka.

The Germania wine cellars at Pleasant Valley followed the construction of the Urbana cellars within a few years. The Hammondsport wine cellars, built by another champagne producing firm, came into being in 1880. The Empire State Wine Company and the Hammondsport Vintage Company built large plants in Penn Yan. At Gibson's Landing, down the lake, the White Top Champagne Company built a plant. The Glenn wine cellars, later known as the Roualet cellars, were reconstructed from an old stone mill at the mouth of Hammondsport Glen. When the industry was at the peak of its prosperity, it is estimated that there were also 20 lesser concerns in the business.

French Experts Take Hold

It remained for a small circle of men, most of them natives of the famous champagne sections of France, to give the section its reputation for champagne. In the early days of the Pleasant Valley Company, Jules Masson, a winemaker of France, brought a world of experience with him and joined the company. Charles Britton, it is recalled, was another Frenchman who was prominently identified with the champagne industry in this section for many years. The late Jules Crance was the champagne maker of the Urbana concern for many years and his son, Eugene, still remains with the company.

Masson was a native of Marnez in the Province of Burgundy, France. He came to America in 1853 and for a number of years was connected with M. Werk & Son. Later he became affiliated with the firm of Nicholas Longworth. The Longworth cellars in Cincinnati were said to have produced the first sparkling wine of any account.

first sparkling wine of any account.

The important changes in the Federal laws regarding the manufacture of wine

and champagne has greatly changed the aspect of the grape market. They have cut off the demand of the commercial wineries and thus thrown a volume of fresh fruit on the market which was formerly bought and marketed locally. With commercial winemaking vanished, amateur grape juice making seems to be on the upgrade. The Lake Keuka region is still moving an exceptional grape crop every year and pressing plants are finding a heavy demand for the juices. This private demand for juice is believed to give the grape market more stability than it had before prohibition.

Competition Can Be Met

Since the passage of the Volstead Act California, the leading state in grape production, has shipped grapes out of the state as fresh fruit. Previous to 1915 California was not shipping any juice grapes. Today, more than 50,000 carloads a year are shipped East to compete with Eastern vineyards. The grape situation in New York is at present and in the future will be largely affected by competitive production in other sections of the country, it is believed.

Government Work in the Northwest

Dr. J. J. Skinner, acting chief of the Division of Chemical and Technological Research, Bureau of Chemistry and Soils, who recently returned to Washington, D. C., after inspecting the work of his division in the Northwest, reports that more than 20,000 carloads of apples have been shipped out of the fruit section around Wenatchee during a single year. Because of Wenatchee's great importance as an apple center, says Dr. Skinner, the department has had as many as nine specialists in its laboratories at that place. These specialists cooperate closely with the laboratory of the Bureau of Entomology at Yakima, Wash., in assisting fruit growers.

"The growing importance of this work and the fine cooperation of state and county authorities," Dr. Skinner says, "are resulting in the development at Wenatchee of a central Department headquarters for path-

"The growing importance of this work and the fine cooperation of state and county authorities," Dr. Skinner says, "are resulting in the development at Wenatchee of a central Department headquarters for pathological, entomological, chemical and transportation activities as they affect fruit growing in the entire Northwest. In the laboratory of the Bureau of Chemistry and Soils established there last year more than 7,000 samples of apples were examined to determine the efficiency of spray residue removal from the fruit by various chemical and mechanical means. The laboratory is becoming a valuable field station where results of research work by the staff laboratories in Washington are put to a practical test. Experimental work on fruit sprays will be continued during the coming season as a cooperative project between the Bureaus of Plant Industry, Entomology, and Chemistry and Soils."

Smooth-Faced Peaches

"Nectarines are peaches in every respect except that they lack the fuzziness of the skin which characterizes the peach," says Dr. U. P. Hedrick. "Nectarine trees cannot be told from peach trees unless the fruit is present. There are cling-stone and free-stone varieties of nectarines just as there are of peaches, while the flesh of the nectarine may be red, yellow or white.

nectarine may be red, yellow or white.

"Nectarines may spring from peach stones, and peaches sometimes come from nectarine seeds. Peach trees may also produce nectarines on one twig or branch, the rest of the tree producing peaches. Nectarine trees have likewise been known to produce peaches. Once in a while a peach tree or a nectarine tree will produce an individual fruit that is part nectarine and part

One of the principal reasons why nectarines have not found more favor in the east is the lack of good varieties, says Dr. Hedrick. The Experiment Station has been testing out varieties of nectarines and now has over 30 different sorts in its orchards. Among the sorts being recommended at this time are Hunter and Sure Crop.

Why Not

BE FOREHANDED and Provide for Your Wants in Advance

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Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

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Fill's Evergreen Plate Book
50 four-color process prints from photographs,
40 Evergreen pictures, 10 Shrub pictures. Size
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Leather, 45,50 Post-paid. Great help in selling, Order
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D. Hill Nursery Co.
Evergreen Specialists - Largest Growers, in America
80° 410' DUNDEF, in America

PIN OAKS are Scarce

YES, but there is a plentiful supply at "The Cole Nursery Company". **Five thousand** (5,000) beautiful trees in grades from 6 to 8 feet up to 2 inches. Also a few hundred on up to 5 inches.

Right Prices-May We Quote You the Quantities Needed

SUGAR MAPLE.—In contrast to the Norway Maple outlook, all large nurseries are prophesying a continued shortage of Sugar Maple. This grand old native tree will always be in great demand. Cole has 20,000 Sugars, exceptionally well grown trees, 6 ft. to 8 ft., 8 ft. to 10 ft. and 10 ft. to 12 ft. Dirt cheap for quick sale.

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2,000	Sugar Maple
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Winter Harvested -- 3 Grades -- No. 1, No. 11-2 and No. 2 Kaiserin, Teplitz, Ward, Sunburst and Others

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men throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

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Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.
CONVENTION DATE: JULY 15-17, 1930 MINNEAPOLIS, MINN.

Suggestion That Nurserymen Should Be Examined

At Least Those Who Specialize in Pecan Trees—Certificates To Do Business—To Grow the Stock Sold—Invoices To Be Inspected

Idea Of a Prominent Pecan Grower in Texas With Experience—True To Name Incentive

There were shipped into Texas this past season 64,361 pecan trees; of this number 61,078 trees were of eastern variety, and 90% of this number was planted out west of a line drawn through the state from Ft. Worth through Austin to the Gulf, or west of a line where eastern varieties are supposed to do no good. Two carloads went to El Paso this past season, more than a carload to Wichita Falls, and almost a car load to San Angelo. This is not only a waste of time and of the man's money who purchased them, but is a considerable drawback to the pecan industry. This situation seems to be a difficult one to adjust. Some advocate that a line as to where eastern and western varieties do well be located and the state be divided and permit no eastern varieties to be planted west of this line and no western varieties to be planted east of it; but no fixed line can be set, as there are certain portions of East Texas where the Burkett and a few other western varieties will do well in the upland sandy regions and the same is true of the Success variety in certain portions of West Texas, especially in the low fertile valleys. After having studied this matter thoroughly I have decided that the best thing to be done would be to enact a certified Pecan Nursery Law patterned somewhat after the Certified Cotton Seed Law.

Under such law each pecan Nurseryman deciding to come under the law would be required to pay a certain fee and take an examination. This examination would be to determine if the applicant is familiar with the different varieties and the sections of the state in which the leading varieties are best grown. He should also be examined as to whether he is familiar with the best methods of budding and grafting and the care of pecan trees after they are transplanted. Each applicant would be required to pay a certain additional fee for each thousand trees offered for sale, the amount of the fee depending upon the amount of trees the applicant had for sale. The fees collected would be turned over to the state treasurer and accredited to a certified pecan fund to be issued out by warrants to pecan specialists whose duties would be to inspect each man's premises at least twice each year to see that no trees are misnamed and that all trees are free from nematodes, root-rot, obscure scale or any other pecan insects or diseases.

Under this law each Nurseryman would be required to grow and look after his own stock. He would be required to furnish the inspector with invoices of all sales before

NEW CATALOG

Salesmen and Nurserymen, send for our New Beauty Catalog. This has our business getting outfits in it. Pretty Shrub Folders, Fine Evergreen Outfits, Order Getting Perennial Folders and Landscape Books. Factory Prices

B. F. CONIGISKY,

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Native Rhododendrons

Trial order offer. 50 Seedlings, 8 to 12 ins., 10 Select Clumps 2 to 3 ft., for \$10.00. Packed well for shipment. Cash please.

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the trees are shipped, showing the variety of the planting destination of such trees. Each grower would be required to furnish the inspector the number of seedling trees he had, number of different varieties and age of all the trees.

In digging, each Nurseryman would be required to group all trees of a certain size and age together and would not be permitted to sell old, dwarfy, stinted trees as young trees but they should be labeled "culls" and sold as such. Such law would probably be a little more expensive to the pecan Nurseryman than the present law, but it would guarantee to the public trees true to name and of the variety that is best suited to that particular section of the state. There should be a heavy penalty fixed and anyone violating any provision of the law should not only be dismissed from the organization but should be fined the heaviest possible penalty for the violation of the provision.

Robert Pyle of Conard-Pyle Co., West Grove, Pa., called on Rochester Nurserymen early this month. He reports business in his line has been at record points this season and he looks confidently to good demand in the spring.

Cyril Warren, formerly with Malmo & Co., Seattle, Wash., is in charge of wholesale Nursery sales with Leonard Coates Nurseries, San Jose, Cal., which has added a two-ton Reo speed wagon to its delivery equipment.

Martin Bernards, whose purchase of the Oregon Nursery Company's plant, Orenco, Ore., was announced last summer, [A.N. July 15, p. 32] is maintaining a varied assortment of deciduous and evergreen stock.

John Maloney, Traverse City, Mich., representative of Maloney Brothers Nursery Co., Dansville, N. Y., spent several days in Dansville the first of the month.

C. A. Tonneson, Burton, Wash., and Burt Sturm, Toppenish, Wash., were speakers at the Nov. 20 meeting of the Portland, Ore., Nursery Club.

Secretary C. H. Andrews announces that the Northern Retail Nurserymen's Association will meet at the Nicollet Hotel, Minneapolis. Jan. 7-9.

Neosho, Mo., Nurseries Company reports sales this fall in amount substantially over fall of 1928.

Nursery Stock for Haiti—Horace E. Watson Nursery, South Laredo, Tex., late last month shipped 500 three-year-old Marsh seedless grape fruit trees to Cape Haitien, Haiti.

Leading European Forest Tree Seed House
A. GRUNWALD'S KILNHOUSES
WIENER-NEUSTADT,
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FOREST SEEDS
Highest germination and purity
Picea omorice and other rare specialties
Reliable—True-to-name

ELM TREES

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@bituary

Miss Alice A. Harrison

Miss Alice A. Harrison, age 70, died Dec. 2 in Hollywood, Cal., where she had lived for the last 1ε years. Miss Harrison was the daughter of the late J. J. Harrison, of the Storis α Harrison Co. She is survived by one brother, W. C. Harrison, Painesville. O. Funeral services were held at Hollywood Dec. 3 and at the home of her brother in Painesville, O., Dec. 7.

Charles E. Pearson

One of the most prominent Nurserymen in England, Charles E. rearson, member of J. R. Pearson & sons, Lowdham, died recently aged 73, the result of a rairoad crossing accident. With his brother he founded the Horticultural Advertiser. He organized the British Horticultural Trades Association of which he was secretary 20 years. For his services to horticulture he became a Victorian medalist in 1924.

Emil Wohlert

Emil Wohlert, who was for 15 years associated with the Garden Nurseries, Narberth, Pa., passed away December 8, after a short confinement to his home. Interment was at West Laurel Cemetery. Mr. Wohlert had suffered for several years with n heart affliction, getting steadily worse. He will be missed greatly by the retail customers of this firm, as he was well liked by them, and of course missed even more by his brother and the organization at the Nurseries.

Henry Nehrling, prominent horticulturist, died in Orlando, Fla., Nov. 22, aged 76. He devoted many years to his experiment station, Gotha, Fla., where he specialized in ameryllis and palms. His five sons are in horticultural work.

Yonkers, N. Y. Nursery Company, Tuckahoe Road, was founded in 1907 by Fred W. Smythe, the present owner. A staff of 10 employes was maintained from the first. At present the staff varies from 40 to 125. Alfred C. Beaujean has been employed for more than 20 years.

Incorporations: Wewoka, Okla., Nurseries, by Cecil E. Reed and others; \$10,000. Seminole Nursery and Floral Co., Seminole, Fla., W. S. Livingston and others, \$20,000.

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ASPARAGUS AND RHUBARB One and two year grades SHRUBBERY AND PERENNIALS-In excellent assortment EVERGREENS

A large supply of Thuya Pyramidalis, so lining out stock.
Attractive prices will be quoted. Send

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How To Grow Roses—By Robert Pyle, past president and secretary of the American Rose Society; J. Horace McFarland, president American Rose Society, editor American Rose Annual, author "The Rose In America," and G. A. Stevens, author "Roses in the Little Garden." Cloth, 8 vo. pp. 210, illustrated. Postpaid \$2.15. Rochester, N. Y.; American Fruits Pubg. Co.

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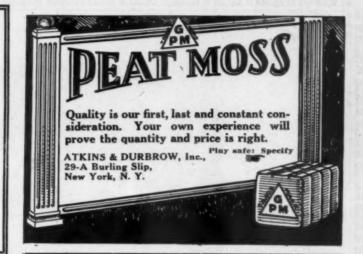
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15 .14 15 .14 20 .19 45 25 .24	Occidentalis (American) xx Occidentalis (American) xx Occidentalis (American) xx Occ, douglassi surea (Douglas Gold.)xx Occ. Doug. pyra. (Doug. Pyramidal) xx Occidentalis globosa xx	18-24 24-36 10-12 8-10 6-8	.25 .35 .25 .20 .10	.24 .321 .24 .19 .09
.65 .041 .031 .45	Occidentalis globosa XX Occidentalis globosa XX Occidentalis globosa XX Occidentalis hoveyi (Hovey) XX Occidentalis pyra. (Hill Pyramidal) XX Occidentalis rosenthalli (Rosenthal) XX Occidentalis rosenthalli (Rosenthal) XX Occidentalis rosenthalli (Rosenthal) XX	8-10 8-8 10-12 8-10	.12 .30 .081	.11 .25 .071
45 45 50	Occidentalis pyra. (Hill Pyramidal).xx Occidentalis pyra. (Hill Pyramidal).xx Occidentalis pyra. (Hill Pyramidal).xx Occidentalis pyra. (Hill Pyramidal).xx	10-12 12-18 18-24 24-30	.16 .35 .40 .60	.12 .15 .32 .36 .65
.031 .021 .031 .021	Occidentalis rosenthalii (Rosenthal) xx Occidentalis rosenthalii (Rosenthal) xx Occidentalis wareana (Ware)xx Occidentalis wareana (Ware)xx	4-6 6-8 8-10 6-8 8-10	.15 .171 .221 .13	.131 .161 .20 .12
161 .15 221 .20 10 .09 12 .11	Orient, aurea nana (Berckman Gold) x Orient, aurea nana (Berckman Gold) x Orientalia bonita	4-6 6-8 6-8 4-6	.13 .15 .15 .10	.12 .14 .14 .09
.02	Orientalis compacta x Orientalis compacta x Orien conspicua aurea (Goldspire) x Orien conspicua aurea (Goldspire) x Orien eteg. (Rollinson's Golden). x	6-8 4-6 6-8	.12 .20 .25	.10 .19 .24 .19
.10 .09 .12 .11 .161 .15 .031 .021	Orien. pyra. (Oriental Pyramidal) x Orien. pyra. (Oriental Pyramidal) x Orien. pyra. (Oriental Pyramidal) x Urien. pyra. (Baker Pyramidal) x	4-6 6-8 8-10 8-10	.10 .12 .15 .15	.09 .11 .14 .14
.04 .03 .10 .091 .13 .12	Orien. eleg. (Rollinson's Golden). X Orien. pyra. (Oriental Pyramidal). X Orien. pyra. (Oriental Pyramidal). X Orien. pyra. (Oriental Pyramidal). X Orien. pyra. (Baker Pyramidal). X HEMILOCK (Tsuga) Canadeansis (Canada). X Canadeansis (Canada). X Canadeansis (Canada). XX Canadeansis (Canada). XX Canadeansis (Canada). XX	4-6 6-8 8-10 10-12	.10 .12 .20 .30	.09 .11 .19 .27
.10 .09	Canadensis (Canada)	12-18	.37	.35

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